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SCHIEER

Gladiolus

Sheboygan, Wisconsin

Season 1950

SCHIEER on a Glad=STERLING on Silver

The Name is Your Guarantee of Quality

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To my Many Customers and Friends -- Greetings.

This is not going to be the sort of announcement that you have expected from me, I am afraid, but under the circumstances it is the only announcement that I could send you.

There will be no catalog of Scheer Gladiolus this year. If this announcement comes as a disappointment to you I can assure you that it is a far greater disappointment to myself. However, much as I would have preferred to issue my customary announcement, I could see no other way out under the circumstances. In order that you may thoroughly understand the reasons that forced me to this decision I am sending you this letter.

In the first place you must understand that, up to this time, my work with the glads has been a part time job - while no longer anywhere nearly as actively engaged in the practice of my regular profession as I had been for many years, I am still practicing on a much reduced scale, - and I suppose that I shall be taking care of some of my faithful old patients just as long as I have a leg under me, because I feel that I owe it to them.

As my gladiolus business continued to grow I found it increasingly more difficult to give my glads all of the care that I should have liked to give them, and so I was forced to turn the greater part of the regular routine work over to hired helpers. On the whole, I was rather fortunate in being able to get intelligent and dependable young chaps who were still in high school, but that meant that at the most critical times, planting in spring, and digging in fall, my help was far short of what it should have been. Since those tasks call for experienced help and since such help was seldom available when most needed, it was necessary to make the best of the situation with such help as I was able to get. In a nutshell, my growing business had gotten a bit too big for me as a part time job, and as an inevitable result I noted more mixing of varieties than should have been.

As everyone knows, my chief interest in glads is the breeding angle. For several years past, due to the fact that I was obliged to give a good share of my time to chores that could have been done fully as well by competent helpers, I found very little time for breeding - in fact during two or three years I did not make even a single cross. That meant that, from my viewpoint, those years were entirely wasted. It is my purpose to try to catch up, as much as possible, on this work.

And then there is also the trouble that I experienced with the virus that infested my patch several years ago. To me the most deplorable thing about this virus is the fact that I myself was solely to blame for its appearance. Up until a year or two ago virus in glads was to me only something that I had read about but had fortunately never seen. Then, in 1946 and 1947, I rented several acres of my field to the canning company to be planted to peas, never dreaming what the consequence might be, - this planting of peas was immediately next to my glad patch, with no more than $2\frac{1}{2}$ - 3 feet of ground between them over a stretch of 600 - 700 feet. It seemed to me at the time that peas were the logical crop to plant. I did not want the ground to lie fallow to grow a crop of weeds and I figured that peas, being legumes, would improve the soil by producing nitrates and, in addition, the crop would yield some revenue. Furthermore, the canning company would do all of the work, plowing, seeding, and harvesting, thus saving me much time. What I did not know at the time was that the virus that attacks the gladiolus has its origin in plants of the legume family, such as peas, beans, alfalfa, various clovers etc. Needless to say that, if I had known this at the time nothing could have induced me to plant peas anywhere near my glad patch. Unfortunately, the information that gladiolus virus disease definitely originated in plants of the legume family and was transmitted from the legumes to the gladiolus by aphids or plant lice, was not made public by the plant pathologists of the U. S. Department of Agriculture until late in 1947 - after all the damage had been done.

Considering the whole matter in the light of our present knowledge of gladiolus virus disease, I cannot conceive of a more effective method than the one that I had employed, if it were desired to surely and thoroughly inoculate an entire field with virus for experimental purposes - I am thoroughly convinced that there is no variety of gladiolus to-day that could have resisted the virus when so directly exposed to it.

Once aware of the presence of virus in my stock I took immediate measures to eliminate the virus. During the seasons of 1948-1949 I spent practically every minute of my time hunting down signs of virus disease and digging and destroying every plant that looked even the least bit suspicious. The task of eradicating the virus from my stock proved to be far more difficult than I had anticipated. I believed, in fact I felt quite certain, that I had successfully removed every virus infested plant during the 1948 season - but when the season of 1949 came along I found that there was still considerable virus left. The exasperating feature about the type of virus with which I was dealing, the so-called "white break", is that it produces no signs or symptoms in either bulb or plant **until the florets open**. Visitors to my patch the past season invariably commented about the excellent appearance of the plants, saying that they had never seen more healthy and robust plants - even the state inspectors remarked about the fine appearance of the field, - but that was before the gladiolus had started to bloom. The picture changed considerably then. After having worked hard for two seasons, trying to get rid of the virus, I decided that it would be far better to destroy the entire stock and to start all over with fresh virus-free stock - and that is what I am doing. **Moral: Do not plant peas or beans close to your gladiolus!**

I have given you, in considerable detail, the reasons why I decided not to publish my usual catalog this season and I trust that I have made it quite clear to you why I decided upon this step. While it means the loss of quite a substantial little

fortune to me, especially at this time, I feel that it is the only way in which I can play absolutely square with my many customers and friends - and also the only way to maintain the high reputation which Scheer Gladiolus have established, both for themselves and for their originator.

Scheer Gladiolus are now so well known - and so highly esteemed that they are listed by many of our reputable growers. In case that you want to buy some of our varieties and cannot find them listed in any of the catalogs that you have, I shall be very glad to refer you to reliable growers who list them **if you will state your needs to me and request this information.**

In the event that any bulbs that you purchased from me during the past season were found to have virus I shall try my best to replace them with virus-free bulbs **if I possibly can**, if you will inform me in time.

For the present, I shall concentrate my efforts upon breeding, and I hope that I shall be able to make up for the time that I lost in that work during recent years. You may rest assured that the high quality that has distinguished Scheer Gladiolus in the past will be strictly adhered to in the future - as always, the name Scheer on a glad will be your guarantee of quality.

SCHEER GLADIOLUS

910 New York Avenue

Sheboygan, Wisconsin

SCHER GL

WHITE GOLD

A very large, early cream with light golden throat, often referred to as the paragon of gladiolus health and vigor. After ten years still one of the top commercial varieties.

PATRICIAN

A real lavender, not a pink-orchid. It opens up to 8 - 9, that, under good cultivation, reach a size of 6 inches. The color is a self, the same throughout. The florets are appealingly waved and the placement is perfect; spikes are always straight, with long flowerhead with up to 22 buds. A healthy, robust grower and an exceptionally good propagator. Leading experts have called Patrician the finest lavender to date. One of the most promising recent introductions.

GENGHIS KHAN

One of the most intensely ruffled of all glads. A very appealing pink that opens up to 7 - 9 large, perfectly placed florets on a long flowerhead; spikes always straight. Rated as one of the top commercial pinks, its popularity is constantly growing.

DEBORAH SAMPSON

An irresistible blend of pastel tints of pink and buff. Tall, with long flowerhead with 7 - 9 open on a straight spike. It is rapidly becoming one of the leading commercials - everyone loves it.

LADIOLUS

DELILAH

A large moderately ruffled salmon, different from any other. It makes fine formal spikes.

PHOEBE

A very lovely pink, perhaps the nearest of Pfitzer's old Coryphee, which was one of the finest pinks of all times but, unfortunately, also a hopeless "crooker". Phoebe has tall, straight stems, with long flowerhead that opens up to 10 perfectly placed florets.

GARDENIA

One of the older ones that is still extremely popular, especially with the ladies. A very nice cream, not as large as White Gold but still a good-sized glad.

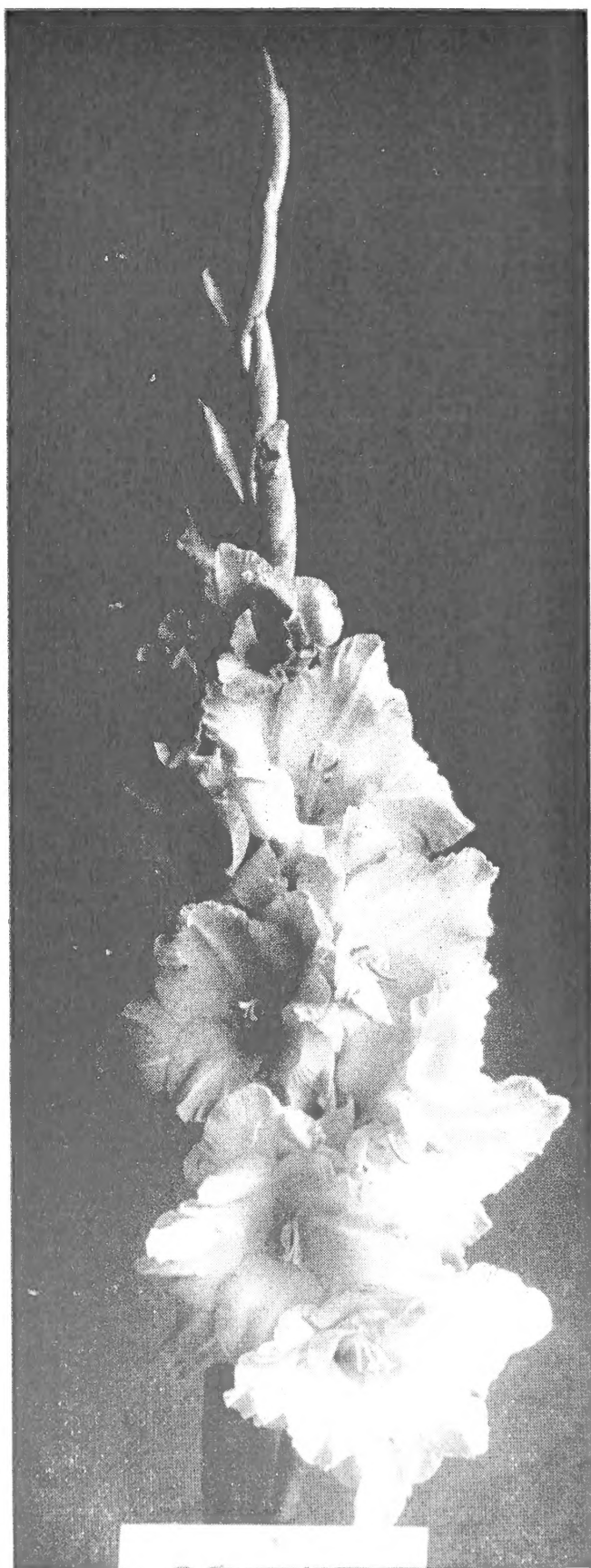
MARSEILLAISE

A large, brilliant late red, that stands out in any planting because of its height, and the size and brilliant color of the florets.

BURGUNDY

A very appealing pure red, that is sometimes placed in the rose group. The color is very brilliant and is accentuated by narrow cream lines in the centers of the petals. The florets are well ruffled and perfectly placed, up to 10 - 12 open on a straight spike. Not a tall variety, but one admirably suited for sprays and small baskets.

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EGLANTINE

A very large ruffled pink that charms all who see it. It opens up to 9 perfectly placed florets on a model exhibition spike. Eglantine has been described by one very prominent expert as "perhaps the most beautiful of all glads to date" - and many experts agree with him.